



## NYC & COMPANY LAUNCHES NEW LUXURY VERTICAL ON CONSUMER WEBSITE AND SPOTLIGHTS DESTINATION'S FIVE-STAR HOTELS

*—New York City Boasts the Highest Concentration of Forbes Travel Guide Five-Star Hotels Nationally and Ties Globally with Paris—*

**New York City (September 20, 2018)** — NYC & Company, the official destination marketing organization for New York City, is pleased to spotlight the City's luxury hotel offerings in conjunction with today's launch of a new luxury vertical on the organization's website—[nycgo.com/luxury](http://nycgo.com/luxury)—and in advance of ILTM North America later this month in Mexico. As of 2018, NYC has the most **Forbes Travel Guide Five-Star Hotels** nationwide—ten esteemed properties—and is tied with France globally for the highest concentration of such hotels.

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New York City's Forbes Travel Guide Five-Star Hotel Recipients:

- **Baccarat Hotel\***
- **Four Seasons Hotel New York Downtown\***
- **Four Seasons Hotel New York**
- **Mandarin Oriental, New York**
- **Park Hyatt New York**
- **The Peninsula New York**
- **The Pierre, A Taj Hotel, New York**
- **The Ritz-Carlton New York, Central Park**
- **The St. Regis New York**
- **Trump International Hotel & Tower New York**

\*Denotes 2018, 1<sup>st</sup> Time Award Recipient

"With 10 Forbes Travel Guide Five-Star hotels – more than any other U.S. destination – accompanied by a world-renowned collection of Michelin-starred restaurants, unparalleled retail, boundless art galleries, and ground-breaking cultural offerings, entertainment and exhibitions, New York City is in a class all by itself when it comes to delivering the ultimate in luxury travel experiences," said Fred Dixon, president and CEO of NYC & Company. "NYC & Company is pleased to launch a new luxury vertical on [nycgo.com](http://nycgo.com), that will serve as a tool to help aspirational travelers plan these memorable moments in New York City."

An overview of each award-winning property—including an extravagant suite and distinct element of each hotel—is outlined below.

The [Baccarat Hotel New York](#)—the legendary French crystal company’s first hotel and global flagship, imagined by Barry Sternlicht—features 114 sanctuary-like guest rooms and suites including crown jewel ‘The Baccarat Suite’; amenities include custom-designed Baccarat-red enamel minibars, Baccarat stemware and champagne call-buttons. Guests can indulge in the new “Art of Pairing Series-When Tea Met Scotch,” led by a dedicated tea sommelier in the refined Petit Salon September 26 and October 24.

Situated in Lower Manhattan one block from One World Trade Center and the Oculus, [Four Seasons Hotel New York Downtown](#) boasts urban-chic, intentionally asymmetrical design by Yabu Pushelberg, contrasting with the classical exterior architecture of Robert A.M. Stern. Guests who elect to stay in the expansive, Royal Suite—comprising half of the 24<sup>th</sup> floor—can partake in the “Live Like a Royal” experience including a Royal Ritual Pampering for two in-suite by Four Seasons and private dinner party by the Executive Chef.

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[Four Seasons Hotel New York](#) is a modern-deco landmark nestled on Billionaire’s Row. Centenarian I.M. Pei is the renowned architect of NYC’s tallest all-hotel building and its 52<sup>nd</sup> floor TY Warner Penthouse, named after the owner. North America’s most expensive one-bedroom suite was envisioned in collaboration with Warner and architect Peter Marino over seven years at a cost of 50 million. Its guests enjoy Rolls Royce transfer, private elevators, glass balconies with panoramic views, zen room, library and more.

Enotourists and mixology aficionados will be satiated by the offerings at [Mandarin Oriental, New York](#). Signature restaurant Asiate has amassed a nearly 1,200 bottle wine collection. The Aviary NYC’s glass-enclosed drink kitchen, innovative cocktails and small plates pair with its modern Columbus Circle views. The Office NYC is an intimate space within, and its rare ‘extinction’ collection showcases a variety of vintage spirits. The Presidential Suite looks onto Central Park and the iconic Manhattan skyline.

Art enthusiasts should consider [Park Hyatt New York](#) for its nearly 350 pieces curated by independent advisory Samuels Creative & Co . Works displayed onsite are by: Richard Serra, who has exhibited most recently at the Metropolitan Museum of Art; Brooklyn-Born artist Robert Longo, known for his works in charcoal; Contemporary American painter Elizabeth Peyton; and late minimalist and conceptualist Sol Lewitt, among others. Sotheby’s New York even curated the standout One Bedroom Terrace Suite onsite.

[The Peninsula New York](#) is celebrating its 30th anniversary with thirty curated experiences including an art exhibition through October, featuring original Andy Warhol, Francesco Clemente, Keith Haring and Jean-Michel Basquiat works. The hotel’s newest specialty suite—the Fifth Avenue Suite—features chic, white leather-paneled walls, black and white granite floors, sweeping Fifth Avenue views, and an expansive walk-in, ideal for shopping spoils obtained from nearby iconic department stores and luxury retailers.

[The Pierre, A Taj Hotel, New York](#) is looking ahead to its second season of 'Broadway At The Pierre', the hotel's popular monthly cabaret series at Two E Lounge. *The Phantom of The Opera* and *Motown The Musical* star N'Kenge Pacurar is set to perform at the intimate venue with [dates to be announced](#). The two-bedroom, two marble bathroom Tata Presidential Suite can expand to encompass the entire 39<sup>th</sup> floor. Its Murano Glass chandeliers glisten in sun-splashed vistas stretching to the George Washington Bridge.

The current, hotel-wide reawakening of [The Ritz-Carlton New York, Central Park](#) will honor Emery Roth's 1930 architecture while simultaneously modernizing interiors. Phase one will result in a new Club Lounge, refreshed La Prairie Spa, classic-contemporary rooms and suites, plus two new 'Legendary Suites.' In early 2019, phase two will commence with a refreshed lobby, new bar and restaurant planned. Legendary personal service by The Ritz-Carlton Ladies and Gentlemen will remain as an iconic, brand standard.

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Landmarked [The St. Regis New York](#) is a 20-story Beaux Arts building hailed as NYC's first "skyscraper" by magnate and founder John Jacob Astor IV upon its 20<sup>th</sup> century debut. In 2013, a complete renovation ushered in a bold new era of glamour, cementing the timeless luxury high-society came to expect in NYC's Gilded Age. The property is also a fixture on Hollywood's silver screen; "The Devil Wears Prada" and "Gossip Girl" filmed onsite and the final scene of "Sex and the City" was set in the alluring Presidential Suite.

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Travelers seeking accommodation nearby to Lincoln Center—whose campus is 'home to 11 of the world's most prestigious cultural organizations'—should consider [Trump International Hotel & Tower® New York](#). Upon return from a sensory feast at the internationally renowned arts hub, gastronomic delights await guests who can enjoy in-room dining from Forbes Five-Star and Two-Michelin-Star restaurant onsite, Jean-Georges. A renovation of its elite guest rooms, suites and common spaces is set to debut this month.

Please visit the newly launched [nycgo.com/luxury](http://nycgo.com/luxury) for details on additional high-end hotels, spas, retail, services, experiences and more luxury in NYC.

**About NYC & Company:**

NYC & Company is the official destination marketing organization for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For all there is to do and see in New York City, visit [nycgo.com](http://nycgo.com).